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UM lecture series features elite business communicator

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NEWS RELEASE

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UM LECTURE SERIES FEATURES ELITE BUSINESS COMMUNICATOR

MISSOULA —

Peter Georgescu, one of the world's leading business communicators, will present the second annual Harold and Priscilla Gilkey Executive Lecture Series on Thursday, April 20, at The University of Montana.

Georgescu will speak on "Shifting Paradigms and the Rising Value of Creativity and Values" at 5:30 pm. in Gallagher Business Building Room 106. The event is free and open to the public.

He is chairman emeritus of Young & Rubicam, a network of top commercial communication companies dedicated to helping clients build their businesses through the power of brands.

Georgescu also is the author of 2005's "The Source of Success: Five Enduring Principles at the Heart of Real Leadership" in which he asserts, "I believe we can maintain the moral compass of daily life and make it the heart of the way we do business."

Born in Romania, Georgescu emigrated to the United States at age 15. After earning a master's in business administration from Stanford Business School, he went on to a

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distinguished 37-year career with Young & Rubicam, where he served as chair and chief executive officer from 1994 to 2000.

During his business career, he developed an integrated communications strategy that became the standard for industry thinking. He also developed a proprietary model for diagnosing and managing brands, and he became a leading proponent for creating integrated communications solutions, establishing agency accountability for measuring the impact of these solutions and structuring value-based compensation.

The Harold and Priscilla Executive Lecture Series was established in 2004 to enrich business education at UM. The Gilkeys are UM graduates who went on to prominent business and marketing careers in Spokane, Wash. Last year's Gilkey Executive Lecturer was Robert Greifeld, president and CEO of NASDAQ Stock Market Inc.

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